IN THE CLAIMS

Please cancel claim 51:

29.   (Previously Amended) A method for presenting records to a user, comprising the steps of:

(a)   receiving an input from the user;

(b)   defining a subset of records selected from an electronic database containing a set of records, based on a classification of information within a respective record and the user input;

(c)   determining a statistical risk associated with a respective record;

(d)   determining economic parameters associated with the subset of records; and

(e)   presenting the subset of records automatically jointly optimized based on the determined economic parameters, and the statistical risk associated with the selected record.

30.   (Original) The method according to claim 29, wherein the user input comprises health information.

31.   (Previously Amended) The method according to claim 29, wherein the user input comprises a risk tolerance.

32.   (Previously Amended) The method according to claim 29, wherein a user interface is provided to assist the user in making selections.

33.   (Original) The method according to claim 32, wherein the economic parameters correspond to a cost associated with a respective selected record.

34.   (Previously Cancelled)

35.   (Original) The method according to claim 29, wherein the input comprises a semantic expression.

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36.   (Original) The method according to claim 29, further comprising the steps of determining a user preference and further optimizing the presented set of records based on the determined user preference.

37.   (Original) The method according to claim 29, further comprising the steps of receiving feedback from the user relating to the presented set of records and re-optimizing the presented set of records to generate a revised presented set of records.

38.   (Original) The method according to claim 29, further comprising the steps of providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of records for the user.

39.   (Original) The method according to claim 29, further comprising the step of transacting a sale relating to a subject of at least one presented set of records with the person.

40.   (Original) The method according to claim 39, wherein said sale comprises an electronic data transmission between a client system and a server system.

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41.   (Original) The method according to claim 40, wherein the electronic data transmission between the client system and the server system is carried over the Internet.

42.   (Original) A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 29.

43.   (Original) The medium according to claim 42, further comprising the steps of generating a graphic user interface and interacting with the user through the graphic user interface.

44.   (Previously Amended) A method for presenting records to a user, comprising the steps of:

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(a)   determining a user relevance parameter;

(b)   defining a set of records from an electronic database based on a classification of the information therewithin and the user relevance parameter;

(c)   determining a statistical risk relating to the set of records and the determined user relevance parameter;

(d)   determining economic parameters for defined records; and

(d)   presenting the set of records automatically optimized based on both the determined economic parameters and the determined statistical risk.

45.   (Original) The method according to claim 44, wherein the user relevance parameter comprises health information.

46.   (Previously Amended) The method according to claim 44, wherein the user relevance parameter comprises an input to a search engine.

47.   (Previously Amended) The method according to claim 44, wherein the records comprise information accessible through the Internet.

48.   (Previously Amended) The method according to claim 47, wherein the economic parameters correspond to a cost associated with a respective record.

49.   (Previously Amended) The method according to claim 44, wherein said presenting step comprises outputting a sorted list of the set of records having an order dependent on the determined economic parameters and the determined statistical risk.

50.   (Original) The method according to claim 44, wherein the user relevance parameter comprises a population grouping.

51.   (Presently Cancelled)

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52.   (Original) The method according to claim 44, further comprising the steps of receiving feedback from the user relating to the presented set of records and re-optimizing the presented set of records to generate a revised presented set of records.

53.   (Original) The method according to claim 44, further comprising the steps of providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of records for the user.

54.   (Previously Amended) The method according to claim 44, further comprising the step of transacting a sale of at least one presented set of records with the user.

55.   (Original) The method according to claim 54, wherein said sale comprises an electronic data transmission between a client system and a server system.

56.   (Original) The method according to claim 55, wherein the electronic data transmission between the client system and the server system is carried over the Internet.

57.   (Original) A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 44.

58.   (Original) The medium according to claim 57, further comprising the steps of generating a graphic user interface and interacting with the user through the graphic user interface.

59.   (Previously Amended) A method for outputting a set of records, comprising the steps of:

(a)   receiving a specification for a class of information having a plurality of records, said plurality of records having associated economic parameters;

(b)   determining a statistical risk associated with records within the class of information and the received specification; and

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(c)   automatically jointly optimizing a presentation of the records based on both the economic parameters and the determined statistical risk.

60.   (Previously Amended) The method according to claim 59, wherein the presentation of the records is in the form of a proposal, and the optimization emphasizes a likelihood of adoption of the proposal by a user.

61.   (Original) The method according to claim 59, further comprising the steps of providing a plurality of optimization procedures and selecting at least one of the optimization procedures for optimizing a presented set of records for the user.

62.   (Previously Amended) The method according to claim 59, further comprising the steps of providing a plurality of relevance profiles, and selecting a relevance profile to define a risk tolerance.

63.   (Original) The method according to claim 59, further comprising the step of transacting a sale of at least one record with the user.

64.   (Original) The method according to claim 59, further comprising the steps of providing a client terminal having an interface for the user, providing a server for receiving information from the user and optimizing the presented records, and communicating between the client terminal and server over a computer network.

65.   (Original) A computer readable medium having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 59.

66.   (Original) The medium according to claim 65, further comprising the steps of generating a graphic user interface and interacting with the person through the graphic user interface.

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67.   (Previously Amended) A method of producing a menu of selections, comprising the steps of:

(a)   receiving an inquiry from the user;

(b)   calculating a set of selections from a database responsive to the inquiry, each selection having an associated informational relevance to the inquiry, and at least one response having an associated economic parameter; and

(c)   automatically optimizing an economically efficient presentation of selections dependent on a joint analysis of the associated economic parameter and risk with respect to a likelihood of user adoption of a selection.

68.   (Original) The method according to claim 67, wherein the inquiry comprises a semantic expression.

69.   (Previously Amended) The method according to claim 67, wherein the economic parameter comprises a cost.

70.   (Previously Amended) The method according to claim 67, wherein the presentation gives preference to relevant and economically feasible results.

71.   (Previously Amended) The method according to claim 67, wherein the economic parameter perturbs an optimization purely according to risk with respect to a likelihood of user adoption, to reflect an interest of a third party.

72.   (Previously Amended) The method according to claim 67, wherein the automatic optimization merges results from a set of independent modules.

73.   (Previously Amended) The method according to claim 67, wherein the likelihood of user adoption is derived from a determination of objective statistically acceptable risk to the user.

74.   (Previously Added) The method according to claim 32, wherein the economic parameters correspond to an economic interest of an entity distinct from the user.

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